INFORMATI N ATHERIN

Academic Buildings
Residence Buildings
Campus Dining Locations
Other Service Locations

Building Attendance
Other Facility Usage (library, parking, etc.)
Traffic Analysis

Campus Demographics
Classroom Attendance Data
Campus Building and Facility Usage
Current Sales and Participation
Competition Assessment

University Interviews
With senior administration/depar tment heads
issue spotting
Scope of plan

SEGMENTATION

Geographic units are defined by student lifestyle criteria:
- Living areas
- Building amenities
- Building usage (academic, recreation, etc.)
- Campus culture
- Traffic pathways and behavior
- Traveling times point-to-point on campus
- Barriers to travel (major roads, bridges, etc.)

Day Parts are defined by mealtime and demand criteria:
- Breakfast
- Lunch
- Afternoon Snack
- Dinner
- Late Night

All reviewed and approved for next steps by institution senior administration.

Additional Information Gathering

via focus groups, web surveys, intercept surveys, etc.

Lifestyle Questions
- Ideal Location
- Ideal Price
- Ideal Menu
- Ideal Brands
- Ideal Hours
- Ideal Style of Service

Meal Plan Assessment
Catering Assessment

Spending Behavior
- On campus
- Off campus

Identify Other Opportunities
- New locations
- Enhancements to existing locations
- New services

CORRELATION AND PLANNING

Compare Needs by Day-part vs. Current Services

To Identify Opportunity Gap

Correlation

Align Needs / Opportunity Gap with precise selection criteria for all brands in service provider portfolio. Option for custom solutions.

Align Needs with custom Meal Plan solutions.

Align catering and other needs with custom solutions.

Planning

- **Financial Modeling**
- **Design Proposal**
- **Custom Solutions**

→ **Proposed Solutions**

Client Presentation
Findings and proposed solutions are presented for client review and approval.

Institutional Presentation
Findings and proposed solutions presented for comment

Plan Implementation

Annual Review
Reassessment and adjustment as needed